



CLAYTON CENTURY  
FOUNDATION

*enriching our community*

**Clayton Century Foundation  
Board of Directors Meeting Minutes**

**Wednesday, April 24, 2013  
Heritage Building, Courtroom  
10 N. Brentwood  
7:00 pm**

**Attendees:** Gary Feder, Gary Krosch, Cindy Berger, Jill Fisher, JJ Flotken, Cynthia Garnholz, Mark Winings, Ken Goldman, Judy Goodman, Bob Paster, Elizabeth Robb, Bev Wagner, Holly Benson, Sally Cohn, John McCormick, Cheryl Verde, Ben Uchitelle, Linda Goldstein  
**Absent:** Lotta Fox, Hugh Scott, Dan Human, Carol Klein, Mont Levy, Lee Hanson, Jim Sherby, Cindy Rapponotti, Scot Boulton, Steven Rosenblum  
**Guests:** Mayor Harold Sanger, Ted Spade, Carrie Coyne  
**Staff:** Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator

---

1. Call to Order  
Gary Feder called the meeting to order at 7:05 pm. Gary Feder welcomed newly elected Mayor Sanger to the meeting and thanked him for attending.
2. Approve January 30, 2013 Minutes  
Elizabeth Robb moved to approve the minutes. Cindy Berger seconded the motion. The minutes were approved as submitted.
3. Financial Report  
Gary Krosch presented the financial report to the board noting that CCF has about \$31,000 in unrestricted funds. Gary also noted that about 93% of funds raised go directly to support projects. Gary Krosch also noted that on future statements, the accounting for the Party of the Century will be broken out as it is a one-time only event. There was some discussion regarding individual gifts for major projects and it was clarified that large donations for projects such as the

Dog Park and Hanley House were accounted for in the report. Gary also noted that it was not unusual as most of the funds donated to CCF are restricted.

4. Resolutions 13-05

Resolution 13-05, the election of Linda Goldstein to the Board, was read. Elizabeth Robb moved to approve the resolution with acclamation. Ben Uchitelle seconded. The motion was approved unanimously.

5. Presentation of Shaw Park Master Plan Overlay – SWT Design

Ted Spade and Carrie Coyne of SWT Design presented the Shaw Park Master Plan Overlay. Highlights of the presentation included active recreation edges, a promenade at the heart or valley of the park, a transformation of the northeast corner to welcome park goers, a creation of a Centennial Lawn at the entrance at Bonhomme and Brentwood, repositioning the ice rink and its transformation into a multi-use facility, and the inclusion of a teen area. Ted Spade noted that the project will be phase-able and broken up into bite-size pieces for fundraising opportunities. There will be a public meeting to gather comments from citizens.

At the end of the meeting, Mayor Sanger cautioned that the CCF should keep towards its vision with regards to the Shaw Park Overlay noting that the suggestions provided in the overlay would change the park dramatically. There should be free space within the park and the group should be reminded that water could be a hazard.

There was also some discussion regarding not only the cost of the project but maintenance costs as well. Ted Spade noted that the final report would include maintenance estimations. There could be other funding opportunities available for the project in addition to private donations. The project could be funded through public dollars as with a bond or tax. There are also grants available.

6. Development Report

Jill Fisher noted that construction on the Dog Park will soon begin with June 1<sup>st</sup> slated as the opening. Major funding is complete but the Dog Park group is still seeking contributions for a few optional amenities including a water play area.

Jill would like to thank those that have helped with Centennial Fundraising but encourages more to offer their help. Sponsorship packets are ready to be used. Centennial Sponsorships begin at \$2,500 and to serve on the Party of the Century Host Committee, the group is soliciting \$1,000.

A gathering of neighborhood trustees was held at Brazikat and attracted over 60 attendees. The goal is to host a similar event in the fall so that the CCF message will continue to be disseminated in the neighborhoods.

JJ Flotken reported that the Annual Fund Committee is focusing its efforts on lapsed donors and will be personally reaching out to these past donors to get them involved in CCF.

7. CCF Arts Report

Bev Wagner reported that the dedication of James Surls sculpture, *Molecular Bloom with Single Flower*, will take place in Shaw Park's Century Garden on Friday, August 30<sup>th</sup>. The event will feature live music and refreshments. The group is looking at several ideas for the evening. Gary Feder added that a sub-committee is working on planning a donor-oriented party at the home of Mont Levy.

8. CCF Parks Report

Sally Cohn reported that CCF Parks approved \$2,500 for the Ice Rink/Multi-Use Facility design. Additionally, the group also approved spending up to \$500 for trees in Anderson Park. Projects under consideration include tree signage in Shaw Park, a heating/cooling system for the Shaw Park Pool and a new playground in Oak Knoll Park.

Musical Nights is beginning soon and volunteers are needed. Volunteers will help to promote CCF and work to get email addresses that can be added to our distribution.

An update on the Enterprise Pavilion and the Shaw Park Recreational Trail was requested. Sally noted that Patty DeForrest would need to be consulted in order to provide an update on the pavilion. Carrie Coyne from SWT reported that about 75% of the prep work for the recreational trail had been completed. A couple of the sections had been poured. The goal is to complete the trail by the end of July.

9. CCF History Report

Bob Paster reported that a wonderful Porch Dedication was held in Hanley Park and that the Hanley House windows should be reinstalled by June.

The 2013 Lecture Series is off to a great start with a terrific program held at Washington University in March with a World's Fair theme. Many students participated in the program. In May, the lecture will be held at Wilson School and celebrate their 100-year anniversary. July will feature a presentation by Jim Sherby and in November, the group will look towards the future with a panel discussion at Washington University.

CCF History continues to work to secure permanent space for display and archives. The group is currently looking at possible space at the Center of Clayton. Judy Goodman added that the fall will feature key Centennial events beginning with a community festival in Shaw Park on October 5<sup>th</sup>, followed by a thought-provoking panel discussion moderated by Peter Raven at Washington

University on November 6<sup>th</sup>, and ending with the Party of the Century on November 29<sup>th</sup>.

#### 10. New Business

The Centennial Committee reported that thanks to Commerce Bank, 13 students were awarded \$100 each as a part of the MYAC Back to the Future contest. The winning projects will be placed in a time capsule that will be opened in 50 years.

The group continues to try and secure a partnership with the St. Louis Symphony Orchestra and the School District.

The group has secured several partners for the POTC including the Ritz-Carlton, Contemporary Productions, and Cannonball. The event is a homecoming of sorts and a multi-generational, one-time community happening. Details for the evening are evolving. The group recently secured a champagne toast sponsor and confirmed that Evelyn and Andy Newman will be guests and honorary chairs of the event. The committee continues to recruit Hosts to be added to the 35+ couples that have already committed to serve as hosts with a \$1,000 contribution. The donation includes 2 tickets to the Party. The POTC will be "Clayton Casual" dress and feature food stations, knock-your-socks-off entertainment and VIPs. The committee is asking for help from the CCF Board of Directions and asks that each member become a host with a 2013 contribution of \$1,000. This will include two tickets to the party valued at \$100 each making \$800 of the gift tax-deductible. This would also be considered your annual contribution to CCF.

There was some discussion regarding CCF's commitment to the party and whether a minimum amount needed to be raised to cover the event. It was explained that the event was scalable and that while \$100 per ticket would cover food and drinks, additional funds were being raised to help with entertainment costs and creating a memorable celebration.

The City of Clayton has committed \$10,000 towards the POTC.

Sarah Umlauf briefly discussed ordering shirts branded with the CCF logo. An example with the CCF logo was not available, however, a sample with the Centennial logo was provided. The cost of the shirts would be roughly \$20 and would at the expense of the board members. An email with ordering instructions would be forthcoming.

#### 11. Next Meeting

The next meeting will be Wednesday, July 31, 2013 at 7pm at 10 S. Brentwood Boulevard.

#### 12. Adjourn

The meeting was adjourned at 8:45 pm..